



Participant Recruitment Update

Agenda Item #6

Presented to the
California Road Charge Technical Advisory Committee



Website Statistics



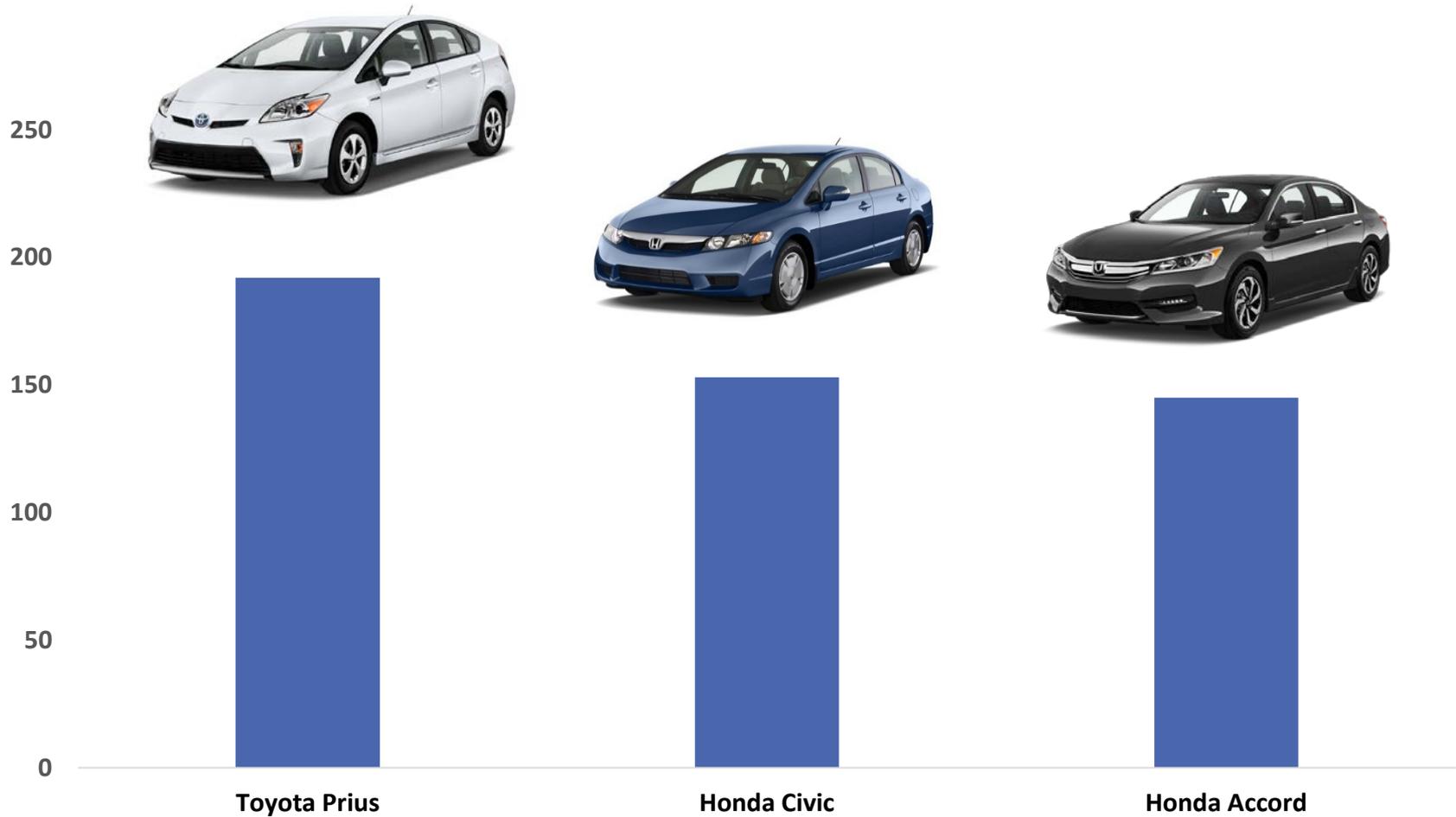
Category	Year to Date
# of Volunteers	4,072
# of Interest List Signups	433
# of Site Visits	16,215

Volunteer Matrix

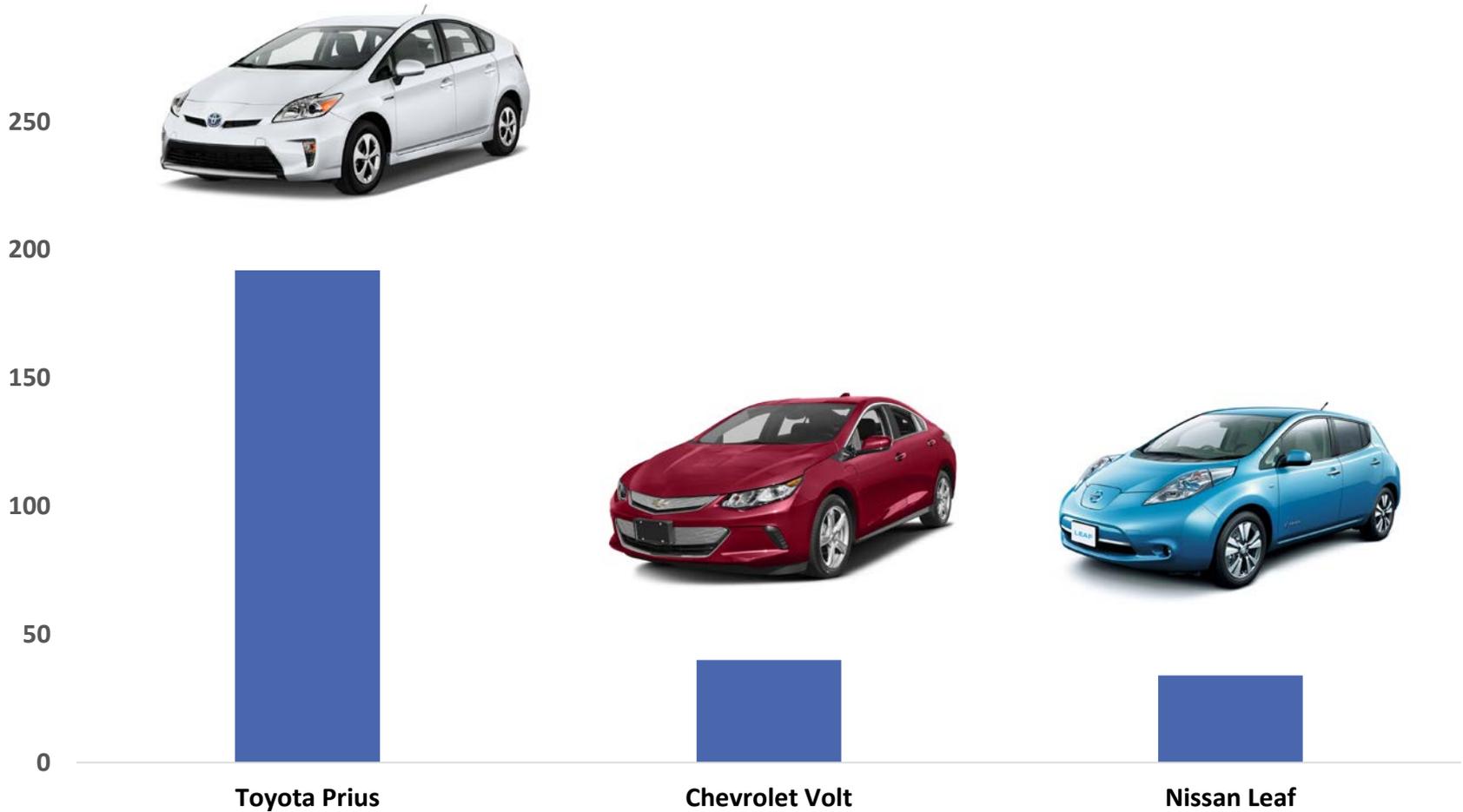


Commercial Vehicles (Businesses)		North	Central	South	Trucks	
			130/100		0/50	
Private Vehicles (Individuals & Households)					Other	
Urban & Suburban	\$	1341/950	423/350	1984/2100	 49/125	
	\$\$					
Rural & Agricultural	\$	117/400	51/400	21/300		
	\$\$					

Top 3 Vehicles



Top 3 Hybrid/Electric Vehicles



Top 5 Manufacturers



TOYOTA



HONDA



CHEVROLET

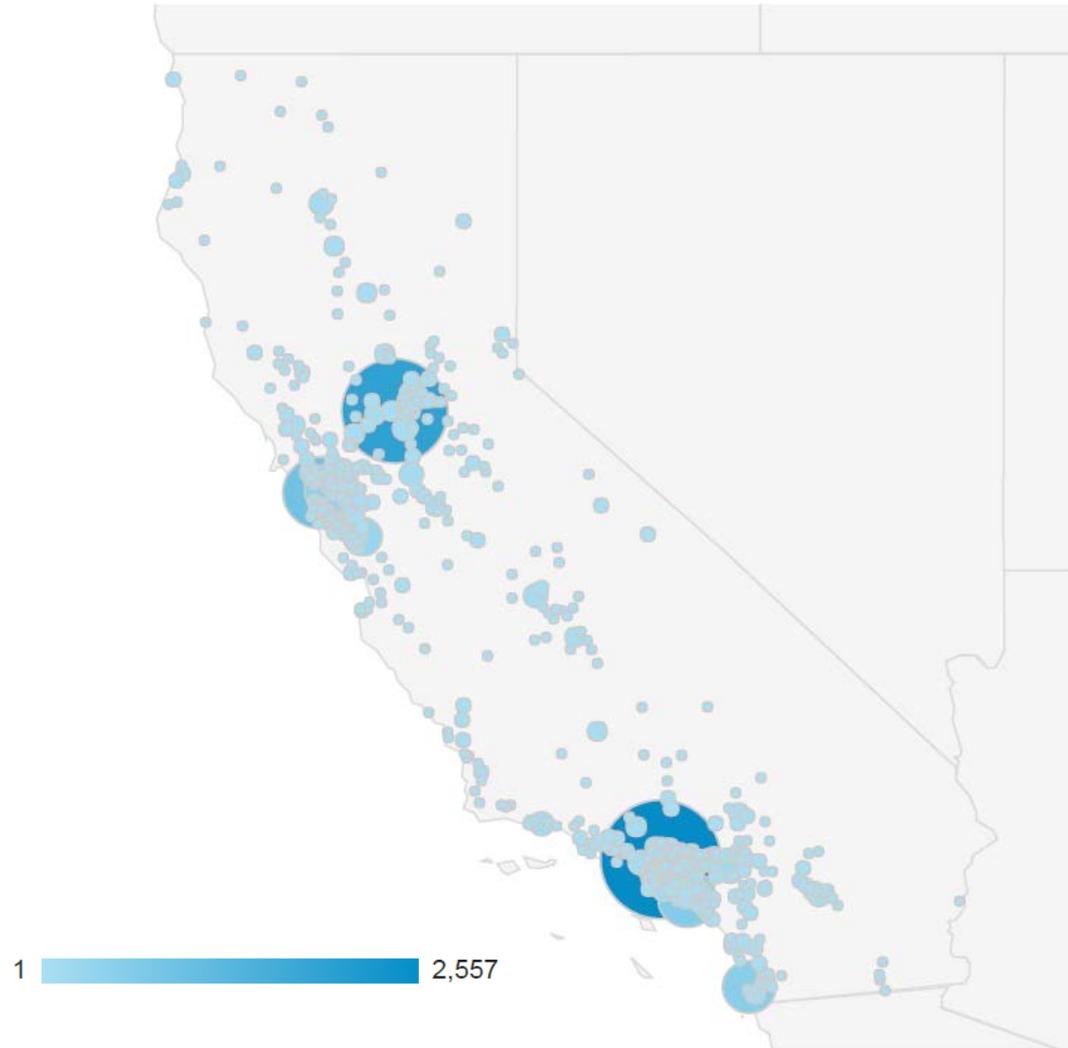


Site Visit Map (California)

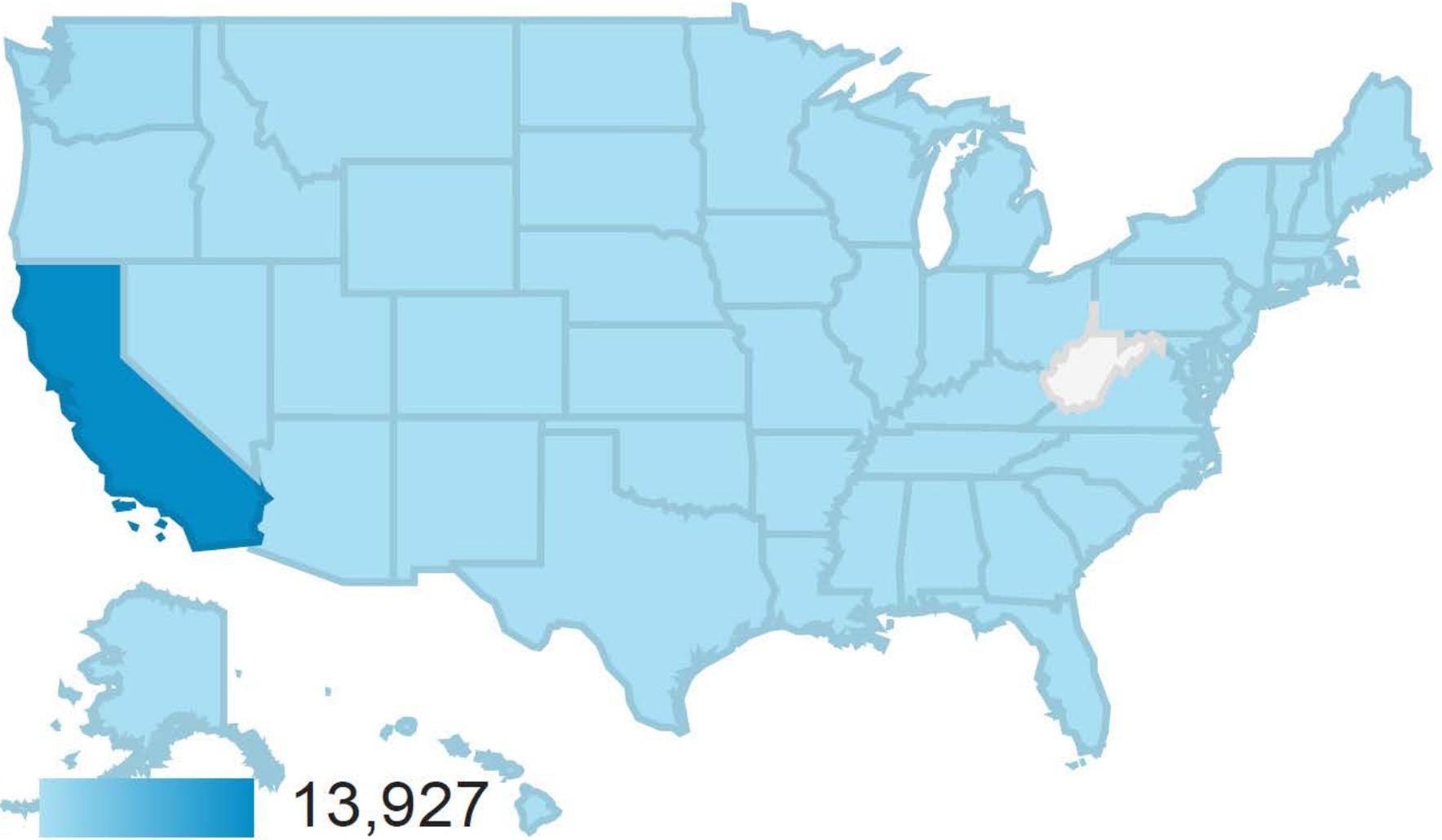


Top 10 Cities

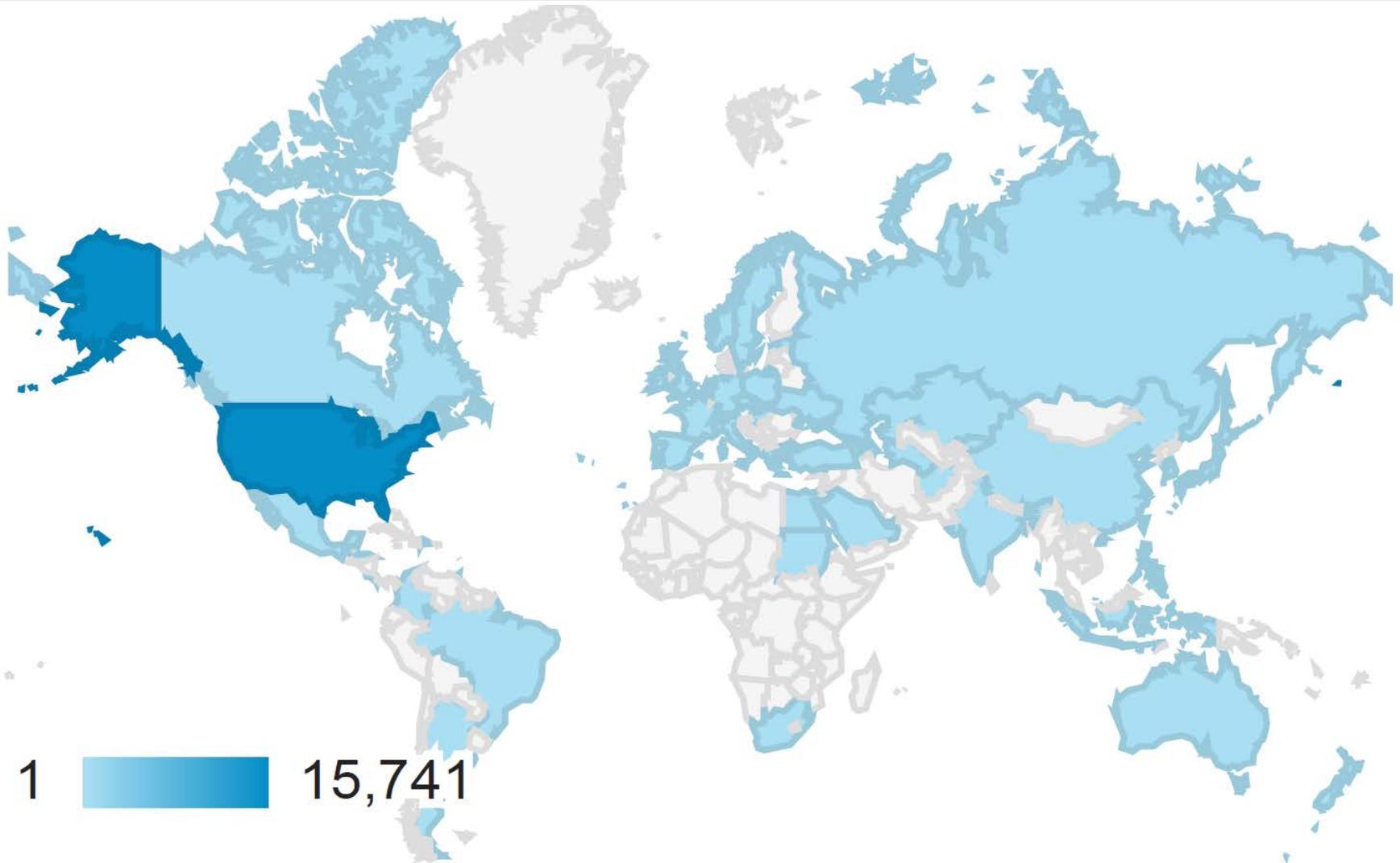
1.	Los Angeles
2.	Sacramento
3.	San Francisco
4.	Costa Mesa
5.	San Diego
6.	Oakland
7.	San Jose
8.	Irvine
9.	Riverside
10.	Santa Ana



Site Visit Map (United States)



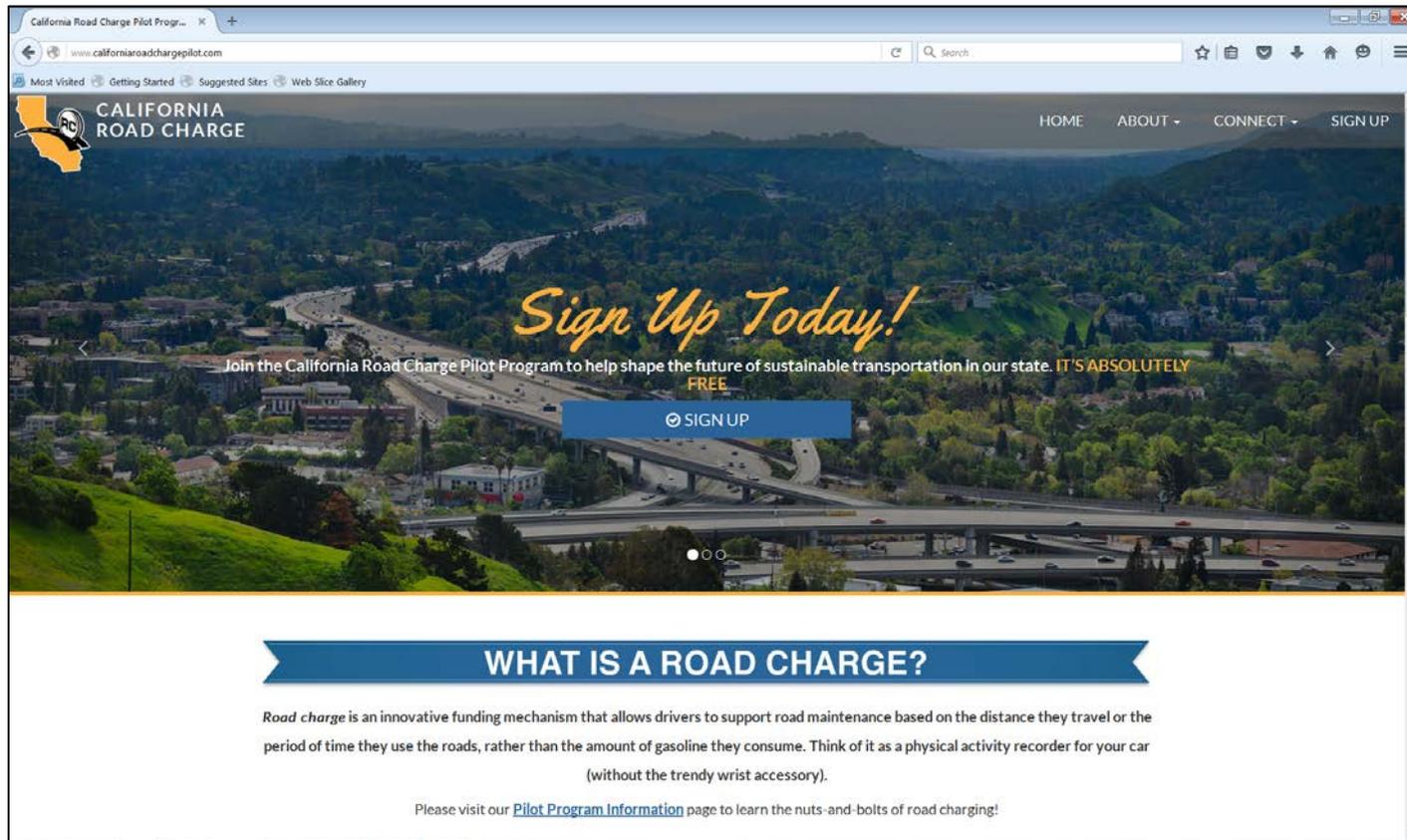
Site Visit Map (International)



New Website



- Updated in January 2016



Expanded Sign-up Form



- Unveiled in February 2016

<p>I want to volunteer.</p> <p>If you are a Californian interested in making history, please sign up using the volunteer application. Fleet Volunteers: Use the Fleet Volunteer sign up form for Commercial and Public Agency Vehicles.</p> <p>Email Address Enter Email Address</p> <p>First Name Enter First Name</p> <p>Last Name Enter Last Name</p> <p>City Enter City</p> <p>Zip Code Enter Zip Code</p> <p>Do you own or lease a vehicle? Own</p> <p>Year Select Year</p> <p>Make</p> <p>Model</p> <p><i>If you do not see your vehicle in the Make and Model drop downs above, please click here. New fields will appear above where you may then enter your vehicle fields manually.</i></p> <p>Additional Vehicles List other vehicles: Year Make Model, Year Make Model, ...</p> <p><i>If you wish to volunteer more than one vehicle, please provide Year, Make, and Model for each additional vehicle in the field above.</i></p>	<p>Are you over the age of 18? <input type="radio"/> No <input checked="" type="radio"/> Yes</p> <p><i>You must be 18 or older to participate as a pilot volunteer.</i></p> <p>Age Range --Select--</p> <p>What is your gender? --Select--</p> <p>Household Size --Select--</p> <p><i>Input the number of persons, including yourself, who occupy your household. This includes relatives, who occupy the same housing unit (such as a house or apartment).</i></p> <p>County Select County</p> <p>Select Income Category Select household size and county above. Out-of-State Volunteers should skip this question.</p> <p><i>* Income range is automatically calculated depending on household size and county. We are only seeking to know if your household income is above, below, or between a corresponding number.</i></p> <p>Ethnicity origin (or Race):</p> <ul style="list-style-type: none"><input type="checkbox"/> Hispanic or Latino<input type="checkbox"/> White or Caucasian<input type="checkbox"/> Black or African American<input type="checkbox"/> Asian or Pacific Islander<input type="checkbox"/> Native American or American Indian<input type="checkbox"/> Other<input type="checkbox"/> Prefer not to disclose <p><i>Please choose the one that best fits your ethnicity.</i></p> <p>SUBMIT</p>
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Traditional Marketing



- Distribution began February 2016
- Department of Motor Vehicle registration stickers
- Approximately 2 million inserts



Digital Marketing



- Began in March 2016
- Various social media platforms



Digital Marketing (continued)



- Public service announcement
 - Video prompters at Department of Motor Vehicles field offices
 - Social media and program website





• Distributed in March 2016

Together, we can find a potential alternative to the gas tax. [View this email in your browser](#)



Hi <<First Name>>.

Thank you for signing up as a potential volunteer for the California Road Charge Pilot

In case you missed it, here's the latest and greatest in California Road Charge news:

- [New Website](#)
- [ALERT: Volunteer Selection Process](#)
- [Pilot Program Update Now Available](#)
- [Important Dates to Remember](#)
- [Recruitment Goals & Progress](#)
- [What is Going on Elsewhere?](#)
- [Volunteer Spotlight](#)

New Website

On January 5, 2016, we launched the new website (CaliforniaRoadChargePilot.com) dedicated to the California Road Charge Pilot Program. Since the launch, more than 2,000 Californians have signed up as potential volunteers, in addition to the 1,370 who had previously signed on.

CaliforniaRoadChargePilot.com

Next Steps: Volunteer Selection Process

In order to have the necessary information to start the selection of pilot volunteers, we will be sending you an email requesting additional general and demographic information. So keep an eye out for it.

Pilot Program Update Now Available

We are pleased to announce the release of the [Road Charge Pilot Design Recommendations](#) report describing the pilot slated to launch in the summer of 2016. At that time more than 5,000 volunteers will be part of the effort to test road charging. At the conclusion of the pilot, California State Transportation Agency (CalSTA) will submit a report to the Legislature, the California Transportation Commission (CTC) and the Technical Advisory Committee (TAC) with our recommendations.

Important Dates to Remember

As we move forward with recruitment and selection of volunteers, key dates are:

- **March 2016:** Start of regular newsletter and emails to potential volunteers
- **May 2016:** Potential volunteers notified if they are selected, and will be asked to select their preferred reporting method
- **July 2016:** Road Charge Pilot Program starts
- **March 2017:** Road Charge Pilot Program ends
- **July 2017:** CalSTA submits Road Charge Pilot Program results report

Recruitment Goals & Progress

A major goal of the Road Charge Pilot Program is to represent the diverse geographic, demographic and socio-economic aspect of California, encouraging a wide range of individuals, households, businesses and at least one government agency. This will include a cross-section of more than 5,000 vehicles reflective of the fleet currently using California's road network.

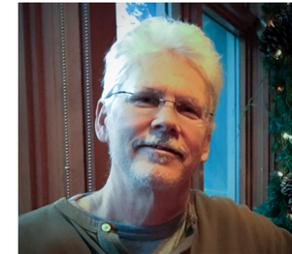
We are striving to ensure this cross-section by enlisting the interest of Californians from across the state.

We currently have more than 3,800 potential volunteers and are confident that we will meet the goal of more than 5,000 vehicles in the pilot.

What is Going on Elsewhere?

We are not alone in exploring a road charge model as an alternative to the existing gas tax. Congress recently passed the Fixing America's Surface Transportation (FAST) Act, which created a five-year, \$95 million grant program for a state or group of states to test the design, acceptance, and implementation of a future road charge alternative revenue mechanism.

Volunteer Spotlight



Mike Dwyer
San Diego Country

Mike is an IT specialist who drives from his home in northern San Diego to his work place near downtown San Diego. Mike signed up to participate as a potential volunteer because he is "increasingly concerned about the number of people who are opting out of paying for driving on the roads by switching to all electric vehicles." He says, "I understand that road maintenance requires each user of the roadway to pay his or her share. I look forward to learning more about the need to replace the gas tax while hopefully being selected to participate in the pilot project."

(If you would like to be featured in the volunteer spotlight, please write to us on our form: [Contact Form](#))



As always, thanks for your support as we continue to work towards finding a potential alternative to the gas tax.



Participant Enrollment

Tentative Schedule

- Project team selects participants May
- Notifications are sent May
- Participants select reporting method June
- Participants enroll with account manager June
- Pilot begins July